

The KEL Group — Offering Customers an Integrated Online Mail Service via Esker’s Hybrid Mail Technology



Present in France since 1988, the KEL Group develops software for professionals in the real estate, tourism and nonprofit sectors. KEL Group’s products and services include: management software and Internet services for condominiums and rental management, advertisement publishing, website creation, consulting, and hardware sales and support.

Partnership — Software Publishing

The KEL Group, a French software developer, offers its real estate customers an online mail service based on Esker’s hybrid mail technology. Branded KEL’doc, this solution is entirely integrated into the KEL Group’s software, and processes over 55,000 pages per month. KEL’doc not only saves real estate professionals a significant amount of time and money, it ensures that documents are reliably processed and sent — an extremely important feature in an industry governed by a strong legal framework.

Background

Up until 2007, users of the KEL Group’s KEL’Syndic and KEL’Annuel software (e.g., real estate agencies, law firms and property managers) manually processed and mailed all documents to their customers (e.g., property owners, homeowners, renters, etc.). Substantial amounts of time were spent mailing real estate-specific documents, including invitations to general meetings, meeting minutes, expenses, receipts, rent and fundraising efforts. All of this manual handling represented an important percentage of the daily activities of a real estate professional.

Requirements

The KEL Group wanted to offer its customers a solution that would liberate them from such fastidious tasks. After reviewing several solutions, the KEL Group turned to Esker whose Mail Services solution perfectly responded to the KEL Group’s and its customers’ needs by seamlessly integrating with its software.

“ We were looking for partner who could automate mail processing and delivery — two extremely time-consuming jobs for real estate professionals. Esker understood our requirements and we were able to put in place a value-added solution for our customers that fully addressed their needs and expectations. ”

Pierre Keller ▪ Director ▪ KEL Group

Solution

After eight weeks of development, the KEL Group was able to offer KEL’doc to its customers. The cloud-based solution, 100% integrated with the KEL Group’s industry software, enables users to transparently:

- Outsource the sending of standard and registered mail — representing 55,000 pages per month
- Personalise the sending of each mail piece — determine print and mailing parameters, preview recipient’s address and add attached documents
- Track the sending and the non-reception of each letter via a dedicated web portal — keep track of all incorrect addresses and mail unable to be distributed
- Only pay for what they use — no equipment investment or maintenance costs

“ KEL’doc enables our customers to gain efficiency in their daily tasks. We like to be the first to offer new services to our customers, and thanks to the Esker Mail Services solution, we have earned the confidence of large real estate agencies like the Régie Foncière Riegert, Urbania Hautes-Alpes and Bertrand Immobilier. ”

Pierre Keller ■ Director ■ KEL Group

Results

The Esker partnership has brought the KEL Group and its customers numerous benefits including:

- Significant time savings by outsourcing the processing and delivery of postal mail
- Equipment cost savings as agencies no longer need to invest in expensive hardware like high volume printers, folding or postage machines
- Improved reliability and document tracking so that users are confident mail is correctly addressed, and are able to maintain their databases up-to-date as information on returned mail is fed directly into the system (this level of security is an added benefit for real estate professionals who are strictly regulated by strong legal constraints)

“ Thanks to KEL’doc, we no longer need to invest in expensive mail room equipment and our administrative assistant can focus on more value-added tasks. The speed and ease of sending letters enables us to be extremely reactive following our general meetings. Our error rate is zero and we benefit from complete traceability of each mail piece. KEL’doc is truly adapted to our needs and has become essential to our daily business. There is no way we can go back to what we had! ”

Xavier Riegert ■ Director ■ Régie Foncière Riegert

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